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ABSTRACT

A study was conducted to differentiate by cities and towns the various demographic characteristics of students that Dutchess Community College (DCC) was receiving from its major service area, Dutchess County, in order to ascertain if DCC was receiving its expected share of students from these cities and towns. All the students enrolling at DCC were asked to designate in which census tract they lived and these responses were matched to geographic areas. Based on information received from 4,435 of the 5,626 students residing in Dutchess County (of a total of 7,104 students enrolled), study findings revealed: (1) 40% of the DCC students from Dutchess County were full-time students, 60% were females, and 50% were 22 years or younger; (2) three-quarters of DCC students came from seven communities in the southwestern quadrant of the county, which is also the most populous part of the county and close to the college; (3) except for the city of Poughkeepsie and the town of Hyde Park, the towns supplying the most students tended to have the higher rates of population growth, higher median incomes, higher levels of education, lower unemployment rates, and fewer minorities than the average for the county; and (4) based on proportions of the county population, Clinton, Wappinger, Pleasant Valley, and La Grange had almost 30% or more students than would be expected. Study recommendations include direct marketing to targeted populations in the county. (HB)

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Dutchess Community College  
Poughkeepsie, New York

# MARKETING SEGMENTATION ANALYSIS

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Ann A. Weeks, Director  
Institutional Research  
May 1985

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## EXECUTIVE SUMMARY

### OBSERVATIONS

- \* Forty percent of the Dutchess Community College students from Dutchess County were full-time students, 60% were females, and 50% were 22 years or younger.
- \* Three quarters of DCC students came from seven communities in the southwestern quadrant of Dutchess County which is also the most populous part of the County and in close proximity to the College.
- \* Except for the City of Poughkeepsie and the Town of Hyde Park, the towns supplying the most students tended to have the higher rates of population growth, higher median incomes, higher levels of education, lower unemployment rates, and fewer minorities than average for the County.
- \* Based on proportions of the County population, Clinton, Wappinger, Pleasant Valley, and LaGrange have almost 30% or more students than would be expected. The Town of Poughkeepsie, East Fishkill, and the City of Poughkeepsie have between 8% and 14% more students than would be expected.
- \* Of the towns nearest the College, Hyde Park is not receiving its expected share of students based on proportions of the County population.
- \* Male students are the same percent of 23-35 year old students as they are of the 22 years and younger group.
- \* DCC does well in getting its market share of students from Clinton, Wappinger, the City of Poughkeepsie, Pleasant Valley, LaGrange, and Rhinebeck.
- \* Selected markets in Hyde Park, the Town of Poughkeepsie, Fishkill, East Fishkill, and Beacon need targeting.

## RECOMMENDATIONS

- \* Since resources are limited, concentrate marketing efforts in the high density population areas.
- \* Continue current overall marketing techniques in Clinton, Wappinger, the City of Poughkeepsie, Pleasant Valley, LaGrange, and Rhinebeck since they apparently are successful.
- \* Intensify marketing efforts in these communities because these are high population areas. Employ advertising aimed to student concerns, for example, testimonials from successful graduates, transfer emphases, and costs.
- \* Interview high school students and counselors to discover why DCC is not getting its share of younger students from Hyde Park, younger females from the Town of Poughkeepsie, and younger males in Fishkill.
- \* Interview high school students from Clinton and DCC students from Clinton to determine their positive motivations for attending Dutchess.
- \* Expand business courses and computer offerings in southern Dutchess for older students. Purchase a trailer and equip it as a mobil computer classroom for off-campus sites. \*\*
- \* Determine the special needs of students from Beacon and market to them. Solve the transportation problem.
- \* Direct market to:
  - All students 22 years or younger in Hyde Park
  - Female students 22 years or younger in the Town of Poughkeepsie
  - Male students 22 years or younger in Fishkill
  - Older students in East Fishkill
  - All students in Beacon and especially males 22 years or younger

\*\* Refer to Fall 1984 "Blodgett House Study" by Ann Weeks.

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I.

INTRODUCTION

## INTRODUCTION

### PURPOSE OF THE STUDY

The purpose of this study was to differentiate by cities and towns the various demographic characteristics of students Dutchess Community College was receiving from its major service area, Dutchess County. These demographic characteristics not only indicated which types of students each community produced but whether DCC was receiving its expected share from these cities and towns. As an information base, the data will be used in the College's marketing plan to determine which communities have a greater potential for supplying students.

### METHODOLOGY

For the first time at Dutchess Community College, all students were asked during the 1984 fall registration to designate in which census tract they lived. These tract designations were merged with the student enrollment files so that, by using SPSS-X, student demographic characteristics could be matched to geographic areas. Where appropriate, this 1984 fall student information was compared to demographic data for each community from the 1980 census information.

### STUDENT SAMPLE

The total credit enrollment for the 1984 fall semester at Dutchess Community College was 7,104 students. Of the 5,626 students residing in Dutchess County, 81% gave their census tract designation at registration. These were the 4,435 students considered for this analysis. Using only these students eliminated out-of-county students and prison inmates from the total student population. This had a noticeable effect in decreasing the percent of full-time students and increasing the percent of female students as can be seen in Table 1.

TABLE 1

DUTCHESS COMMUNITY COLLEGE  
FALL 1984 STUDENT CHARACTERISTICS

|                                                                     | <u>TOTAL<br/>STUDENTS</u> | <u>PERCENT<br/>FULL-TIME</u> | <u>PERCENT<br/>FEMALE</u> |
|---------------------------------------------------------------------|---------------------------|------------------------------|---------------------------|
| Total DCC Students                                                  | 7104                      | 43%                          | 56%                       |
| DCC Students From<br>Outside Dutchess County                        | 1478                      | 55%                          | 47%                       |
| DCC Students From<br>Dutchess County                                | 5626                      | 41%                          | 58%                       |
| DCC Students From<br>Dutchess County Minus<br>Prisoners             | 5444                      | 40%                          | 60%                       |
| DCC Students From<br>Dutchess County Who<br>Gave Tract Designations | 4435                      | 40%                          | 60%                       |

### COUNTY DATA BY CITIES AND TOWNS

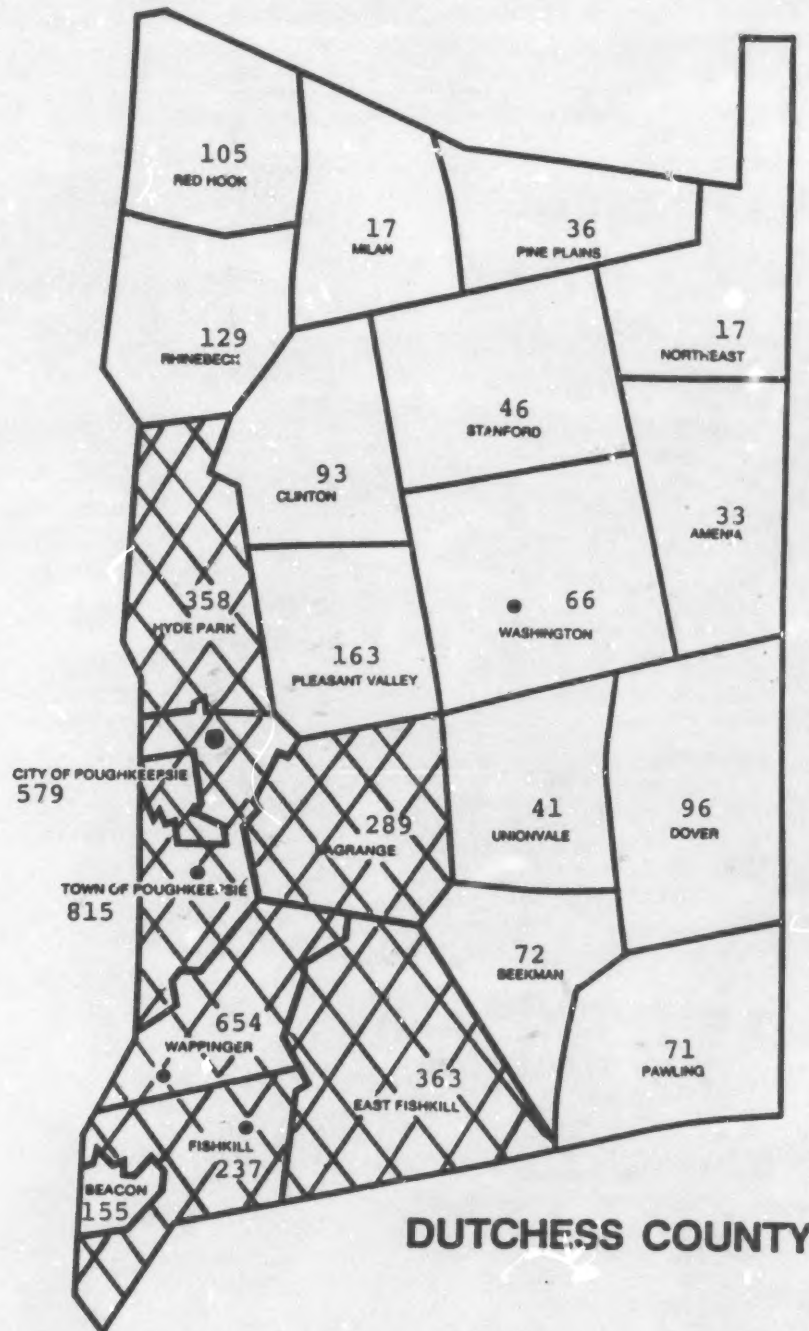
According to the 1980 census, Dutchess County had a total population of 245,055 people in its two cities and twenty towns. Eight of these communities comprised almost three-quarters (72%) of the County population. Except for the City of Beacon, these are the same communities which produced three-quarters of the College students from the County. Figure 1 clearly shows the cities and towns of Dutchess County in relation to the College and how the southwestern quadrant of the County is overrepresented in both County and student populations.

It is also obvious from Figure 1 that distance from the College is a large factor in attendance although there is not always a direct relationship. In judging distances it must be remembered that map distances do not always correlate with driving times due to road patterns and driving conditions.

Some of the communities producing the most students share other characteristics besides proximity and larger populations. If the City of Poughkeepsie and the Town of Hyde Park are excluded, the remaining towns which supply the most students tend to have higher rates of population growth, higher median incomes, higher levels of education, lower unemployment rates, and fewer minorities than average for the County. Table 2 gives the statistics for these variables for each city and town.

FIGURE 1

COMMUNITIES SUPPLYING MORE THAN THREE-QUARTERS OF DCC STUDENTS  
(WITH NUMBERS FROM EACH CITY/TOWN)



DUTCHESS COUNTY

COMMENTS:

The 7 shaded communities plus Beacon have almost three-fourths of the population of Dutchess County.

- - Main Campus
- - Off-Campus Sites

TABLE 2

DUTCHESS COUNTY DEMOGRAPHIC DATA  
(1980 CENSUS)

| CITIES             | 1980<br>POP. | POP.<br>RANK | STUDENT<br>POP. RANK | 1985<br>POP. * | MEDIAN<br>INCOME | 4 YRS OF<br>COLLEGE OR<br>MORE ** | NOT COM-<br>PLETED<br>H.S. ** | UNEM-<br>PLOYED | BLACK | SPANISH |
|--------------------|--------------|--------------|----------------------|----------------|------------------|-----------------------------------|-------------------------------|-----------------|-------|---------|
| BEACON             | 12,937       | 7            | 9                    | 5%             | \$19,023         | 9%                                | 46%                           | 6%              | 15%   | 11%     |
| POUGHKEEPSIE       | 29,757       | 2            | 3                    | 2%             | 16, 586          | 15%                               | 41%                           | 10%             | 26%   | 2%      |
| TOWNS              |              |              |                      |                |                  |                                   |                               |                 |       |         |
| AMENIA             | 6,299        | 14           | 20                   | 3%             | 19,903           | 9%                                | 63%                           | 4%              | 6%    | 4%      |
| BEEKMAN            | 7,139        | 11           | 14                   | 10%            | 22,108           | 13%                               | 30%                           | 6%              | 16%   | 8%      |
| CLINTON            | 3,394        | 17           | 13                   | 11%            | 24,948           | 26%                               | 21%                           | 9%              | 1%    | 1%      |
| DOVER              | 7,261        | 10           | 12                   | 10%            | 20,742           | 7%                                | 50%                           | 7%              | 7%    | 1%      |
| EAST FISHKILL      | 18,091       | 5            | 4                    | 19%            | 26,095           | 20%                               | 18%                           | 4%              | 2%    | 2%      |
| FISHKILL           | 15,506       | 6            | 7                    | 14%            | 24,178           | 18%                               | 28%                           | 4%              | 7%    | 4%      |
| HYDE PARK          | 20,768       | 4            | 5                    | 6%             | 22,929           | 16%                               | 30%                           | 6%              | 3%    | 1%      |
| LAGRANGE           | 12,375       | 8            | 6                    | 7%             | 26,960           | 28%                               | 17%                           | 4%              | 1%    | 1%      |
| MILAN              | 1,668        | 22           | 22                   | 7%             | 20,740           | 15%                               | 34%                           | 11%             | 1%    | 1%      |
| NORTH EAST         | 2,877        | 19           | 21                   | 5%             | 20,391           | 13%                               | 41%                           | 5%              | 2%    | 3%      |
| PAWLING            | 5,795        | 15           | 15                   | 8%             | 25,135           | 22%                               | 23%                           | 6%              | 2%    | 2%      |
| PINE PLAINS        | 2,199        | 21           | 19                   | 9%             | 15,951           | 14%                               | 33%                           | 4%              | 1%    | 1%      |
| PLEASANT VALLEY    | 6,892        | 13           | 8                    | 12%            | 23,228           | 20%                               | 26%                           | 5%              | 1%    | 1%      |
| POUGHKEEPSIE       | 39,549       | 1            | 1                    | 3%             | 26,509           | 25%                               | 23%                           | 5%              | 4%    | 1%      |
| RED HOOK           | 8,351        | 9            | 11                   | 6%             | 20,632           | 19%                               | 29%                           | 5%              | 1%    | 1%      |
| RHINEBECK          | 7,062        | 12           | 10                   | 7%             | 22,195           | 23%                               | 30%                           | 4%              | 2%    | 2%      |
| STANFORD           | 3,319        | 18           | 17                   | 9%             | 20,849           | 18%                               | 25%                           | 7%              | 1%    | 1%      |
| UNION VALE         | 2,658        | 20           | 18                   | 12%            | 23,911           | 20%                               | 20%                           | 3%              | 6%    | 2%      |
| WAPPINGER          | 26,776       | 3            | 2                    | 13%            | 25,441           | 22%                               | 19%                           | 5%              | 4%    | 2%      |
| WASHINGTON         | 4,382        | 16           | 16                   | 8%             | 23,394           | 25%                               | 27%                           | 1%              | 5%    | 1%      |
| DUTCHESS<br>COUNTY | 245,055      |              |                      | 8%             | \$23,123         | 19%                               | 30%                           | 5.6%            | 7%    | 2.4%    |

\* PROJECTED INCREASE

\*\* FOR THOSE 25 YEARS OR OLDER

## II.

## THE COLLEGE SHARE OF THE MARKET

## THE COLLEGE SHARE OF THE MARKET

IF ALL ELSE WERE EQUAL

If one could assume there were no variables such as distance, population size, etc. affecting student enrollments at Dutchess Community College, then it would be reasonable to expect the percent of students from each community to be the same as each community's percent of the County population. For example, since the City of Poughkeepsie has a population of 29,757 or 12.14% of the County population, it would be reasonable to expect 12.14% of 4435 or 538 students from the City of Poughkeepsie to attend DCC. In actuality, 579 students at the College reside in the City. This is 8% more than would have been expected based on population dispersion alone.

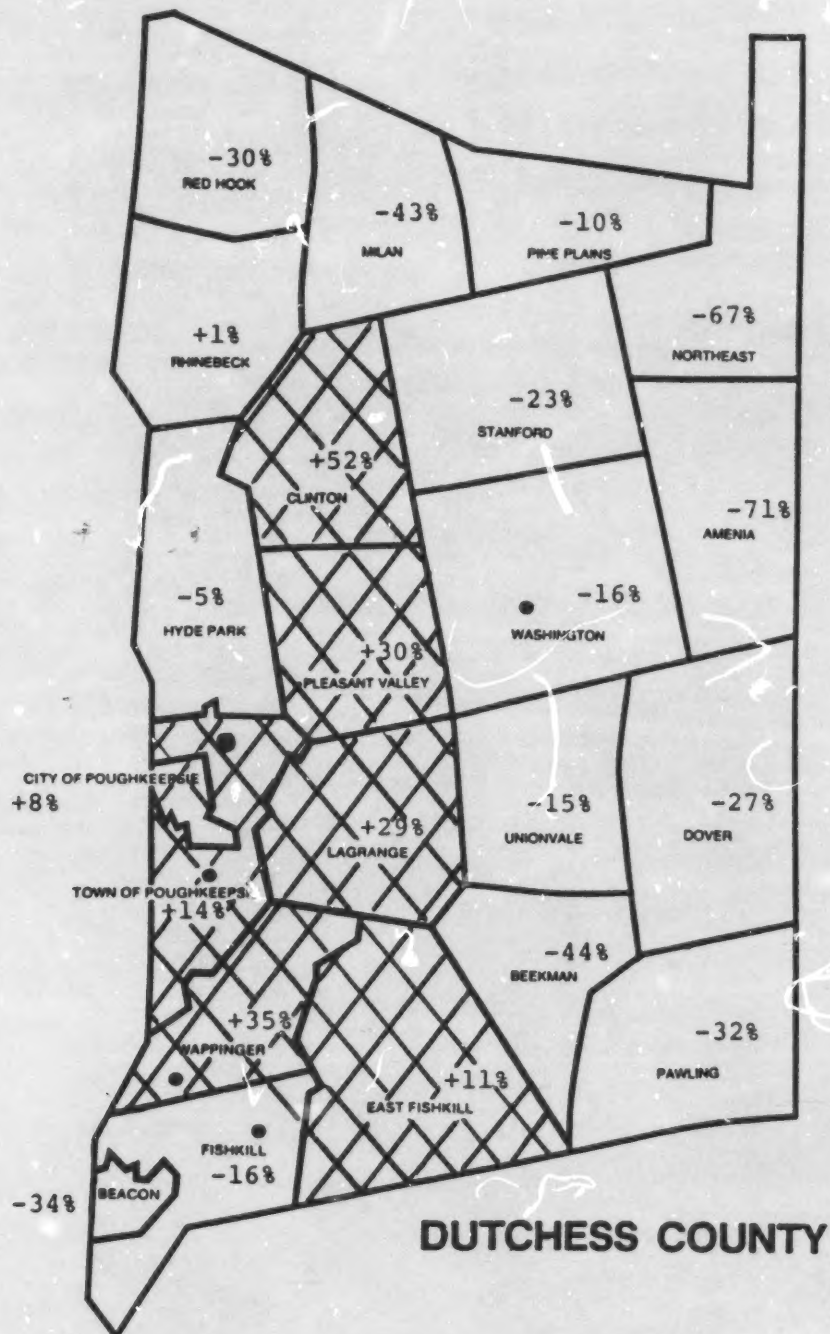
Although it is obvious there are many factors affecting student enrollment at DCC, nevertheless the above exercise can produce some interesting observations. Applying the previous reasoning to each city and town shows which communities are supplying greater or fewer numbers of students than would be expected based only on population proportions. The shaded area of Figure 2 shows at a glance which communities produce more students than would be expected. It is of interest to consider these with respect to distance and population size.

Since Pleasant Valley, LaGrange, and Wappinger are comparatively near the College, their 29%-35% above average share of students seems reasonable. This raises the question

FIGURE 2

10

DCC'S PERCENT OF MARKET SHARE



- - Main Campus
- - Off-Campus Sites

of why the City and Town of Poughkeepsie, which are closer to the College, are only 8% and 14% above average. Why is the Town of Hyde Park, which is just as close, not even getting its share of students? If Hyde Park and the City and Town of Poughkeepsie were getting 30% above their share of the County students like Pleasant Valley, LaGrange, and Wappinger, this would add 368 students to the College's enrollment.

Other questions are stimulated by Figure 2. Why does Rhinebeck, which is further away, receive a greater market share than Hyde Park? Why is Clinton's share so great? Is -16% reasonable for Washington when East Fishkill is +11% and both are the same distance? Is less than market share reasonable for Fishkill considering two off-campus sites are located nearby? In fact, is only 11% satisfactory for East Fishkill considering its proximity to off-campus sites?

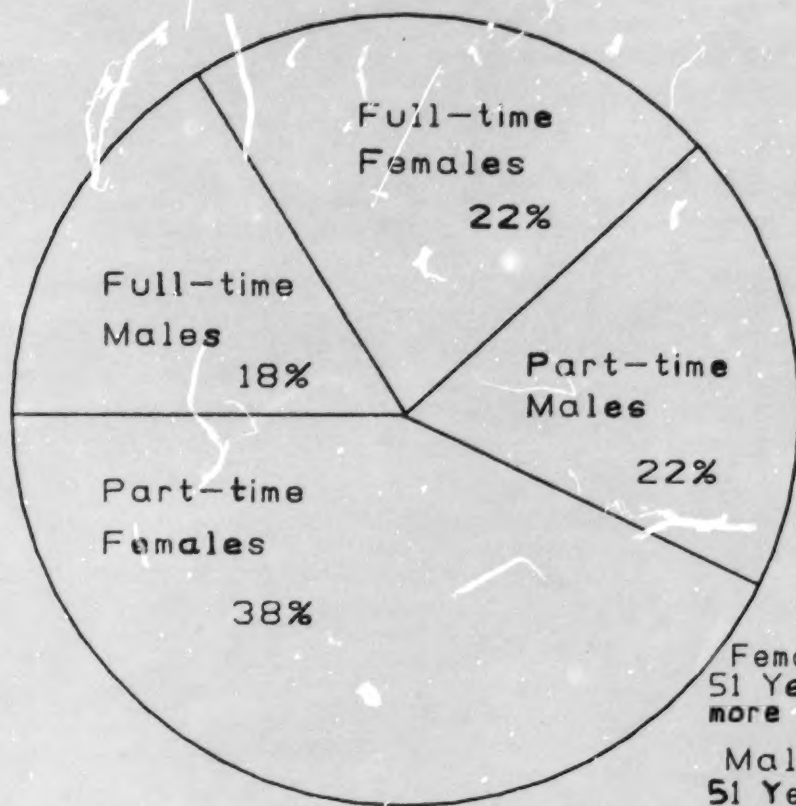
#### DCC STUDENT DEMOGRAPHICS

As can be seen from figure 3, half of the DCC students in the fall of 1984 were under 22 years of age and half were older. Percents of part-time students and female students increased with increasing age. Of those 22 years or younger, 36% were part-time and 56% female. Of students 23-34 years of age, 86% were part-time and 56% female. Of the students between the ages of 35-50 years, 93% were part-time and 81% female. It is interesting to note that males comprised the same proportions of students 22 years or less as those 23-34 years of age. Figure 4 gives the actual numbers of students by age, status, and sex in bar graph form.

FIGURE 3

FALL 1984 DCC STUDENTS FROM DUTCHESS COUNTY

SEX BY STATUS



SEX BY AGES

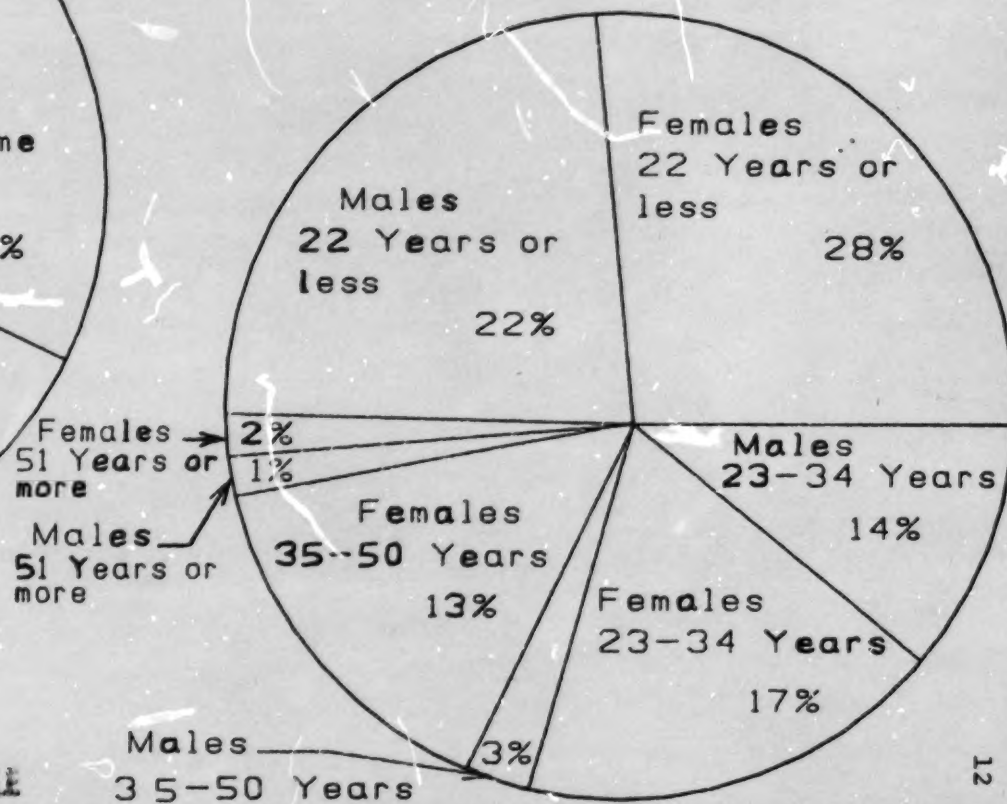
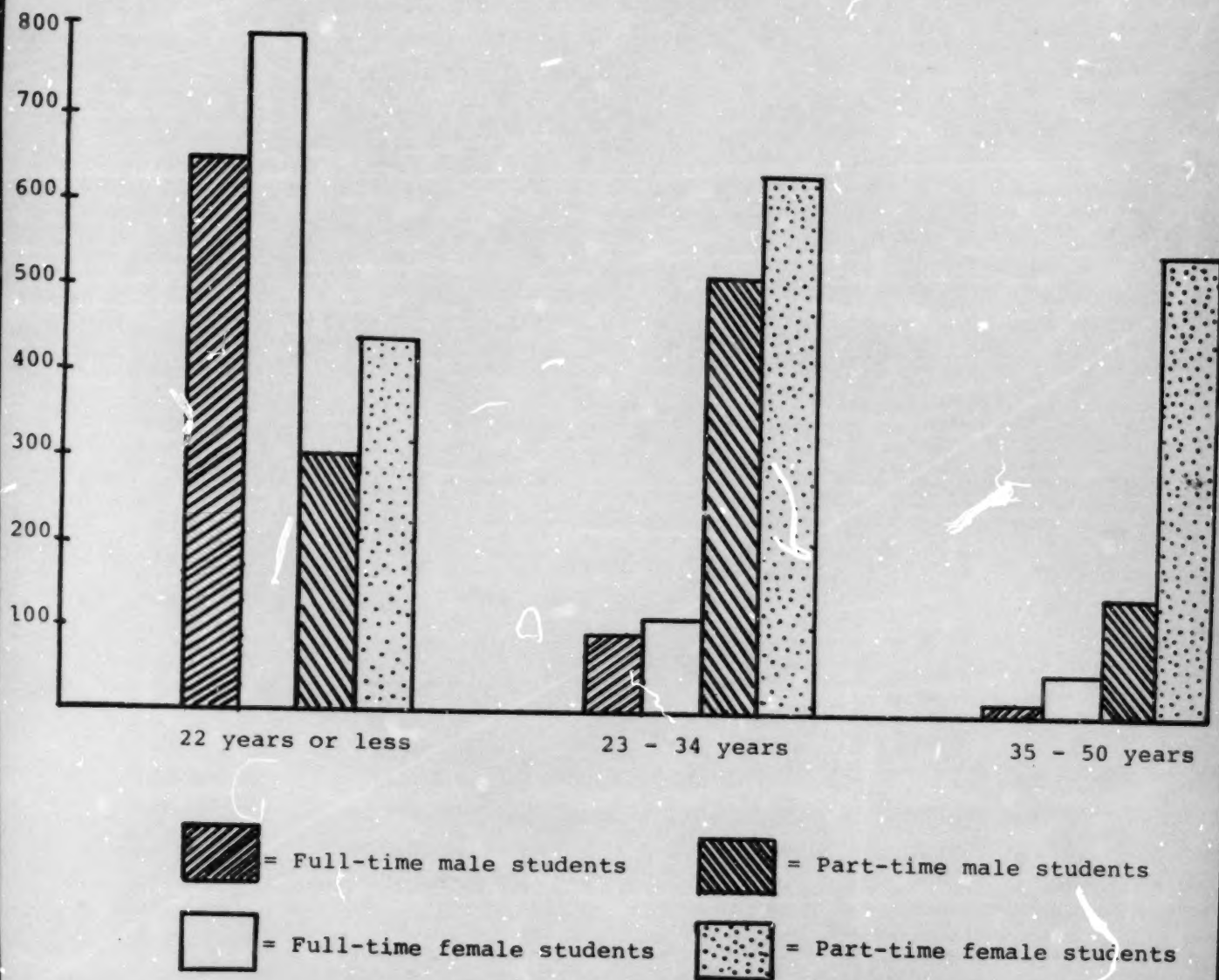


FIGURE 4

NUMBER OF STUDENTS FROM DUTCHESS COUNTY BY AGE AND STATUS



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To show whether the various towns in Dutchess County sent similar proportions of students to DCC, Tables 3, 4, and 5 present student percents from each town by age, sex, and status. These percents can be used for comparison to other towns or to the County average. The towns in the tables are arranged from top to bottom in descending order of numbers of students (which were given in Figure 1). Highlights of these tables for the ten cities and towns with the most DCC students follow.

#### Poughkeepsie (Town)

The town of Poughkeepsie had a slightly larger percent of males 22 years or younger than the average for the County.

#### Wappinger

Wappinger had more part-time males 23-34 years, more part-time females 35-50, and fewer full-time females 34 years and younger.

#### Poughkeepsie (City)

The City of Poughkeepsie had more students of all types between 23-34 years of age, fewer part-time students aged 34-50, fewer part-time students 22 years or younger, and noticeably fewer full-time male students 22 years or younger.

#### East Fishkill

East Fishkill had more full-time students 22 years or less, more part-time females 35-50 years, fewer full-time males and females, and part-time males aged 23-34.

#### Hyde Park

Hyde Park had more part-time males from 23-50 years, fewer full-time females 22 years or younger, and fewer part-time females 23-34 years.

TABLE 3

## PERCENT OF DCC STUDENTS BY STATUS AND SEX

|                     | Full-time |        | Part-time |        |
|---------------------|-----------|--------|-----------|--------|
|                     | Male      | Female | Male      | Female |
| Poughkeepsie (Town) | 19        | 22     | 23        | 37     |
| Wappinger           | 16        | 19     | 26        | 39     |
| Poughkeepsie (City) | 17        | 26     | 21        | 35     |
| East Fishkill       | 17        | 21     | 21        | 41     |
| Hyde Park           | 18        | 18     | 26        | 38     |
| La Grange           | 18        | 24     | 20        | 38     |
| Fishkill            | 17        | 21     | 21        | 42     |
| Pleasant Valley     | 18        | 23     | 17        | 43     |
| Beacon              | 19        | 21     | 28        | 32     |
| Rhinebeck           | 16        | 21     | 21        | 43     |
| Red Hook            | 18        | 20     | 22        | 39     |
| Dover               | 14        | 22     | 17        | 48     |
| Clinton             | 18        | 28     | 23        | 31     |
| Beekman             | 17        | 22     | 19        | 42     |
| Pawling             | 11        | 20     | 21        | 48     |
| Washington          | 15        | 18     | 27        | 39     |
| Stanford            | 13        | 17     | 26        | 44     |
| Union Vale          | 17        | 29     | 24        | 29     |
| Pine Plains         | 39        | 11     | 19        | 31     |
| Amenia              | 18        | 21     | 24        | 36     |
| Milan               | 24        | 18     | 18        | 41     |
| North East          | 29        | 18     | 12        | 41     |
| County Average      | 18        | 22     | 22        | 38     |

TABLE 4

## PERCENT OF DCC STUDENTS BY AGE AND SEX

|                     | 22 years or less |        | 23-34 years |        | 35-50 years |        |
|---------------------|------------------|--------|-------------|--------|-------------|--------|
|                     | Male             | Female | Male        | Female | Male        | Female |
| Poughkeepsie (Town) | 25               | 28     | 15          | 16     | 2           | 13     |
| Wappinger           | 23               | 26     | 15          | 15     | 4           | 15     |
| Poughkeepsie (City) | 18               | 28     | 18          | 25     | 2           | 8      |
| East Fishkill       | 24               | 30     | 10          | 15     | 4           | 17     |
| Hyde Park           | 21               | 27     | 17          | 16     | 5           | 13     |
| La Grange           | 26               | 34     | 9           | 13     | 3           | 14     |
| Fishkill            | 16               | 27     | 17          | 18     | 3           | 16     |
| Pleasant Valley     | 20               | 32     | 12          | 14     | 1           | 16     |
| Beacon              | 24               | 30     | 17          | 15     | 5           | 9      |
| Rhinebeck           | 21               | 32     | 11          | 14     | 4           | 14     |
| Red Hook            | 27               | 25     | 8           | 24     | 5           | 10     |
| Dover               | 16               | 35     | 11          | 18     | 2           | 17     |
| Clinton             | 28               | 37     | 9           | 11     | 2           | 10     |
| Beekmantown         | 17               | 29     | 13          | 11     | 6           | 20     |
| Pawling             | 20               | 24     | 10          | 29     | 3           | 14     |
| Washington          | 23               | 30     | 13          | 19     | 5           | 8      |
| Stanford            | 18               | 25     | 18          | 11     | 4           | 24     |
| Union Vale          | 25               | 38     | 10          | 8      | 5           | 15     |
| Pine Plains         | 47               | 27     | 6           | 9      | 6           | 3      |
| Amenia              | 19               | 16     | 13          | 28     | 9           | 9      |
| Milan               | 24               | 47     | 12          | 12     | 6           | 0      |
| North East          | 41               | 18     | 0           | 35     | 0           | 6      |
| County Average      | 22               | 28     | 14          | 17     | 3           | 13     |

TABLE 5

## PERCENT OF DCC STUDENTS BY AGE AND STATUS

|                     | 22 years or less |           | 23-34 years |           | 35-50 years |           |
|---------------------|------------------|-----------|-------------|-----------|-------------|-----------|
|                     | Full-time        | Part-time | Full-time   | Part-time | Full-time   | Part-time |
| Poughkeepsie (Town) | 35               | 18        | 5           | 26        | 1           | 14        |
| Wappinger           | 32               | 17        | 3           | 28        | -           | 18        |
| Poughkeepsie (City) | 31               | 15        | 11          | 32        | 2           | 9         |
| East Fishkill       | 30               | 17        | 2           | 23        | 1           | 20        |
| Hyde Park           | 30               | 18        | 6           | 26        | -           | 17        |
| La Grange           | 39               | 20        | 2           | 20        | 1           | 16        |
| Fishkill            | 32               | 12        | 5           | 30        | 1           | 18        |
| Pleasant Valley     | 38               | 14        | 3           | 23        | 1           | 17        |
| Beacon              | 38               | 16        | 3           | 29        | 0           | 14        |
| Rhinebeck           | 31               | 21        | 4           | 21        | 2           | 16        |
| Red Hook            | 31               | 20        | 5           | 27        | 2           | 13        |
| Dover               | 31               | 20        | 1           | 28        | 3           | 16        |
| Clinton             | 43               | 21        | 3           | 17        | 1           | 11        |
| Beekman             | 33               | 13        | 6           | 19        | 1           | 24        |
| Pawling             | 24               | 20        | 6           | 33        | 1           | 16        |
| Washington          | 33               | 20        | 2           | 30        | 0           | 13        |
| Stanford            | 25               | 18        | 0           | 29        | 7           | 22        |
| Union Vale          | 45               | 18        | 3           | 15        | 0           | 20        |
| Pine Plains         | 47               | 27        | 3           | 12        | 0           | 9         |
| Amenia              | 28               | 6         | 9           | 31        | 0           | 19        |
| Milan               | 41               | 29        | 0           | 24        | 0           | 6         |
| North East          | 41               | 18        | 6           | 29        | 0           | 6         |
| County Average      | 34               | 17        | 5           | 26        | 1           | 15        |

LaGrange

LaGrange had more students 22 years or younger and fewer part-time students aged 23-34 years.

Fishkill

Fishkill had more part-time males 23-34 years, more part-time females 35-50 years and fewer males 22 years or younger.

Pleasant Valley

Pleasant Valley had more full-time students 22 years or younger, more part-time females 35-50 years, fewer part-time males 22 years or younger, and fewer part-time females 23-34 years.

Beacon

Beacon had more full-time students 22 years or younger, more part-time males 23-50 years, and fewer part-time females 23-50 years.

Rhinebeck

Rhinebeck had more part-time students 22 years or younger, more part-time males 35-50, fewer full-time males 22 or younger, and fewer part-time males 23-34.

Table 6 further breaks down percents by age, sex, and status for these ten towns and also gives the County average for these breakdowns.

TABLE 6

## PERCENTS OF DCC STUDENTS FROM TOWNS BY AGE, STATUS, AND SEX

|                     | 22 years or less |        |           |        | 23-34 years |        |           |        | 35-50 years |        |           |        |
|---------------------|------------------|--------|-----------|--------|-------------|--------|-----------|--------|-------------|--------|-----------|--------|
|                     | Full-time        |        | Part-time |        | Full-time   |        | Part-time |        | Full-time   |        | Part-time |        |
|                     | Male             | Female | Male      | Female | Male        | Female | Male      | Female | Male        | Female | Male      | Female |
| Poughkeepsie (Town) | 16.0             | 18.5   | 8.2       | 9.3    | 2.3         | 2.2    | 12.2      | 13.6   | 0.1         | 1.1    | 2.2       | 12.2   |
| Wappinger           | 14.8             | 17.3   | 8.0       | 9.0    | 1.7         | 1.3    | 13.7      | 14.0   | ---         | 0.3    | 3.5       | 14.8   |
| Poughkeepsie (City) | 11.6             | 18.9   | 5.9       | 8.8    | 5.4         | 5.5    | 12.9      | 18.9   | 0.4         | 1.3    | 2.0       | 6.6    |
| East Fishkill       | 16.0             | 19.9   | 7.6       | 9.6    | 0.8         | 0.8    | 9.0       | 14.3   | 0.3         | 0.6    | 3.7       | 16.3   |
| Hyde Park           | 14.5             | 15.1   | 6.9       | 11.3   | 3.5         | 2.9    | 13.1      | 13.1   | ---         | 0.3    | 4.7       | 12.5   |
| La Grange           | 17.4             | 21.7   | 8.2       | 11.7   | 1.1         | 1.1    | 8.2       | 11.7   | ---         | 1.4    | 3.2       | 12.8   |
| Fishkill            | 14.7             | 17.2   | 1.7       | 9.9    | 2.2         | 2.6    | 14.7      | 15.1   | ---         | 0.9    | 3.4       | 14.7   |
| Pleasant Valley     | 17.1             | 20.1   | 3.2       | 10.8   | 1.3         | 1.3    | 10.8      | 12.7   | ---         | 0.6    | 1.3       | 15.2   |
| Beacon              | 17.9             | 19.9   | 6.0       | 9.9    | 1.3         | 1.3    | 15.9      | 13.2   | ---         | ---    | 5.3       | 8.6    |
| Rhinebeck           | 12.7             | 18.3   | 8.1       | 13.5   | 2.4         | 1.6    | 8.7       | 12.7   | ---         | 1.6    | 4.0       | 11.9   |
| County Average      | 15.2             | 18.4   | 7.0       | 10.1   | 2.2         | 2.4    | 11.7      | 14.9   | 0.2         | 0.9    | 3.2       | 12.3   |

\*Percents do not total to 100% because students over 50 years are not included.

### DCC SHARE OF TOWN AGE GROUPS

Another way to examine the share of the market that DCC is receiving from Dutchess County is to compare age groups at the College from a given town to the comparable age groups in the towns. For example, at DCC there are 190 male students who are 22 years or younger from the Town of Poughkeepsie. In the entire Town of Poughkeepsie, there are 2466 males who are 18-22 years of age. Therefore, for this age group, DCC students are  $190/2466$  or 7.7% of the town population. Table 7 presents this type of data for each Dutchess County town and city.

#### Poughkeepsie (Town)

The Town of Poughkeepsie had higher percents of males 23-34 years of age and females 34-50 years and lower percents of females 22 years or younger.

#### Wappinger

Wappinger had higher percents than average for all age groups.

#### Poughkeepsie (City)

The City of Poughkeepsie also had higher percents than average for all age groups.

#### East Fishkill

East Fishkill had higher percents for all age groups except 34-50 years.

#### Hyde Park

Hyde Park had a lower than average share of students 22 years or younger.

TABLE 7

PERCENT DCC AGE GROUPS ARE OF COMPARABLE AGE POOLS IN TOWNS\*

|                     | 22 years or less |        | 23 - 34 years |        | 34 - 50 years |        |
|---------------------|------------------|--------|---------------|--------|---------------|--------|
|                     | Male             | Female | Male          | Female | Male          | Female |
| Poughkeepsie (Town) | 7.7              | 8.4    | 3.5           | 6.9    | 0.8           | 3.5    |
| Wappinger           | 11.5             | 13.0   | 4.2           | 8.2    | 1.1           | 3.5    |
| Poughkeepsie (City) | 8.5              | 13.1   | 3.8           | 8.4    | 0.9           | 2.6    |
| East Fishkill       | 9.2              | 12.5   | 3.3           | 7.6    | 0.7           | 2.7    |
| Hyde Park           | 5.9              | 9.1    | 2.8           | 6.5    | 1.4           | 2.6    |
| La Grange           | 10.5             | 13.9   | 3.6           | 8.5    | 0.9           | 3.0    |
| Fishkill            | 5.6              | 10.0   | 2.5           | 6.6    | 0.7           | 2.9    |
| Pleasant Valley     | 11.3             | 15.1   | 3.6           | 8.0    | 0.6           | 4.4    |
| Beacon              | 5.9              | 9.0    | 2.1           | 4.8    | 0.9           | 1.4    |
| Rhinebeck           | 7.5              | 13.2   | 3.3           | 6.8    | 1.0           | 3.6    |
| Red Hook            | 5.3              | 4.3    | 1.2           | 4.5    | 0.9           | 1.8    |
| Dover               | 5.0              | 10.9   | 1.7           | 4.8    | 0.5           | 2.2    |
| Clinton             | 14.7             | 23.4   | 3.7           | 7.2    | 1.2           | 2.8    |
| Beekman             | 4.7              | 8.2    | 0.8           | 4.7    | 0.3           | 2.8    |
| Pawling             | 4.9              | 6.5    | 1.9           | 7.4    | 0.3           | 1.9    |
| Washington          | 6.9              | 9.2    | 2.3           | 7.1    | 1.4           | 1.7    |
| Stanford            | 5.4              | 8.9    | 3.5           | 6.1    | 0.5           | 3.3    |
| Union Vale          | 6.1              | 9.7    | 2.6           | 4.6    | 1.0           | 1.9    |
| Pine Plains         | 17.6             | 9.6    | 1.3           | 2.6    | 1.4           | 1.7    |
| Amenia              | 2.2              | 1.9    | 0.8           | 2.6    | 0.6           | 0.7    |
| Milan               | 4.5              | 8.3    | 2.2           | 3.8    | 0.6           | 0.0    |
| North East          | 5.3              | 2.3    | 0.0           | 2.9    | 0.0           | 0.4    |
| County Average      | 7.8              | 10.3   | 2.9           | 6.8    | 0.8           | 2.8    |

\*1980 census data prorated for time but not population increase.

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LaGrange

LaGrange had above average shares of all students.

Fishkill

Fishkill had lower percents of males 22 years or younger.

Pleasant Valley

Pleasant Valley had higher percents of all students except males 35-50 years.

Beacon

Beacon had lower percents of all students (especially males 22 years or younger) except males 35-50 years.

Rhinebeck

Rhinebeck had higher percents of females 22 years or younger and females 34-50 years.

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## III.

## CONCLUSIONS

## CONCLUSIONS

### ANALYSIS

Forty percent of the Dutchess Community College students from Dutchess County were full-time students, 60% were females, and 50% were 22 years or younger. Three quarters of the DCC students came from seven communities in the southwestern quadrant of Dutchess County which is also the most populous part of the County and in close proximity to the College. Except for the City of Poughkeepsie and Hyde Park, these towns tend to have higher rates of population growth, higher median incomes, higher levels of education, lower unemployment rates, and fewer minorities than average for the County.

Based on proportions of the County population, Clinton, Wappinger, Pleasant Valley, and LaGrange have almost 30% or more students than would be expected. The Town of Poughkeepsie, East Fishkill and the City of Poughkeepsie also have more students than would be expected but less than the above percents. Of the towns nearest the College, Hyde Park alone is not receiving its expected share of students.

When proportions of town populations are considered by age groups, it shows that DCC does well in getting its market share of students from Clinton, Wappinger, the City of Poughkeepsie, Pleasant Valley, LaGrange, and Rhinebeck. This data also shows that selected markets in Hyde Park, the Town of

Poughkeepsie, Fishkill, East Fishkill, and Beacon need targeting.

#### LIMITATIONS

One limitation of the study is that 1980 census data was used for comparisons because current, accurate population numbers were not available. This could affect percents since different cities and towns have probably grown at different rates. Although it was possible to prorate the census age groups to adjust for the passage of time, it was not possible to add accurate increases for population growth so the latter had to be ignored. Hopefully, this did not bias ratios too much.

#### RECOMMENDATIONS

Current overall marketing techniques should be continued in Clinton, Wappinger, the City of Poughkeepsie, Pleasant Valley, LaGrange, and Rhinebeck because DCC is getting its share of the market from these towns. Marketing efforts in these communities should be intensified because they are the high population areas. Advertising should be directed to student concerns, for example, testimonials from successful graduates, transfer emphases, and costs.

High school students and counselors should be interviewed at Hyde Park, the Town of Poughkeepsie, and Fishkill to determine why DCC is not getting its share of younger students in these towns.

High school students from Clinton and DCC students from Clinton should be interviewed to determine their positive motivations for DCC attendance. To appeal to older students from East Fishkill, business courses and computer offerings should be expanded in Southern Dutchess. The College should purchase a trailer and equip it to be a mobil classroom that could travel to different off campus sites.

Beacon should be studied separately because it is culturally different. Efforts to solve student transportation problems should be undertaken.

Direct marketing should be done to:

- All students 22 years or younger in Hyde Park
- Female students 22 years or younger in the Town of Poughkeepsie
- Male students 22 years or younger in Fishkill
- Older students in East Fishkill
- All students in Beacon and especially males 22 years and younger

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